

BRIEFS



WESTERN GOLF, US HOME TEAM UP

SCOTTSDALE, Ariz. — Western Golf Properties has signed on to manage two additional golf courses for U.S. Home Corporation — Heritage at Eagle Bend in Aurora, Colo., and Heritage Hunt in Gainesville, Va. — bringing to four the number of U.S. Home-owned courses that Western Golf operates. Both new courses are Art Hills-designed layouts that are under construction and scheduled to open in late 1999 or early 2000. Western Golf also announced that Raymond Madro has been named the Scottsdale-based firm's director of budgeting and feasibility.

TROON TAKES ON TIDEWATER

SCOTTSDALE, Ariz. — Tidewater Golf Club & Plantation, located in Myrtle Beach, S.C., has hired Troon Golf, the Scottsdale, Ariz.-based golf management, marketing and development company, to oversee the operations of its 18-hole championship course. Tidewater Golf Club has consistently been ranked among the top Myrtle Beach area courses every year since its 1990 opening.

AKW TO MANAGE FLA. TRACK

WINTER HAVEN, Fla. — Classic Golf Group has been hired by AKW Golf of Hattiesburg, Miss., to design an 18-hole "Classic Challenge" course near the town of Freeport in the Florida Panhandle. The owners of AKW Golf are Ken and Gloria Wyninger. AKW is a golf construction and management company, and will, under Len deBoer's guidance, construct the course. The course is scheduled to be ready to plant in the spring of 2000, with an opening anticipated that summer or fall.

PALMER APPOINTS 3

ORLANDO, Fla. — Arnold Palmer Golf Management has made several recent appointments. Ward Weischet is the new superintendent at Oronoque Country Club in Stratford, Conn.; Glen McKinney, general manager of Penderbrook Golf Course in Fairfax, Va.; and Mark Bryant, general manager of the Presidio Golf Course in San Francisco.

LINKSCORP ADDS ILL. LAYOUT

NORTHFIELD, Ill. — LinksCorp has purchased Windermere Country Club. Located 10 miles northwest of Orlando, Fla., Windermere is nestled between lakes Crescent and Roberts in the Butler Bay residential subdivision. The 6,693-yard course was designed by Ward Northrup and built in 1986.

# USGA, ClubCorp work to prepare fabled Pinehurst No. 2 for U.S. Open

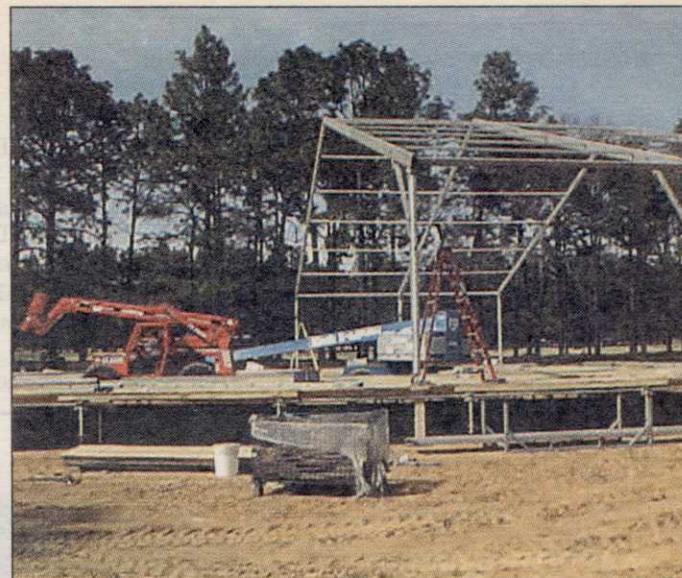
By PETER BLAIS

The United States Golf Association is working closely with Pinehurst Club Management and the ClubCorp staff to prepare and maintain the Pinehurst No. 2 course for the 1999 U.S. Open.

"I've been going to Pinehurst for 10 years, so agronomically, I think we're set," said Tim Moraghan, who oversees course preparation for U.S. Open events for the USGA Rules and Competition Committee and was superintendent at Pinehurst Course Nos. 3 and 5 in the late 1970s and early 1980s.

"When we do our course preparation memo, we set the guidelines as far as fairway widths, cutting heights, green speeds and that sort of stuff. I'll work with [Pinehurst Director of Golf Course Maintenance] Brad Kocher and his staff to make sure those guidelines are met. Paul Jett, the on-course superintendent for No. 2, and I have been working together for four years. He knows what we want. We just don't want to have any problems the week of the event...Inside the ropes it will be a piece of cake. They know exactly what I want and I know exactly what they can do."

Said Jett: "Some of the old stories of the USGA coming in and running things have either been blown out of proportion or hasn't happened in this case. Tim Moraghan, [USGA Director of Rules and Competition] Tom Meeks, myself, Brad Kocher and [Pinehurst Assistant Director of Golf Course Maintenance] Bob Farren have worked closely together getting the course set up. The only thing they [USGA] has asked for is fairway widths; contours to be a certain way; a certain height of rough; and no rough around the greens, which we didn't have to begin with. Outside of that, they come in every two to three months, I'll take Tim or Tom around.



Pinehurst Championship Management is constructing the Corporate Village located between Pinehurst Nos. 2 and 4 in preparation for June's U.S. Open.

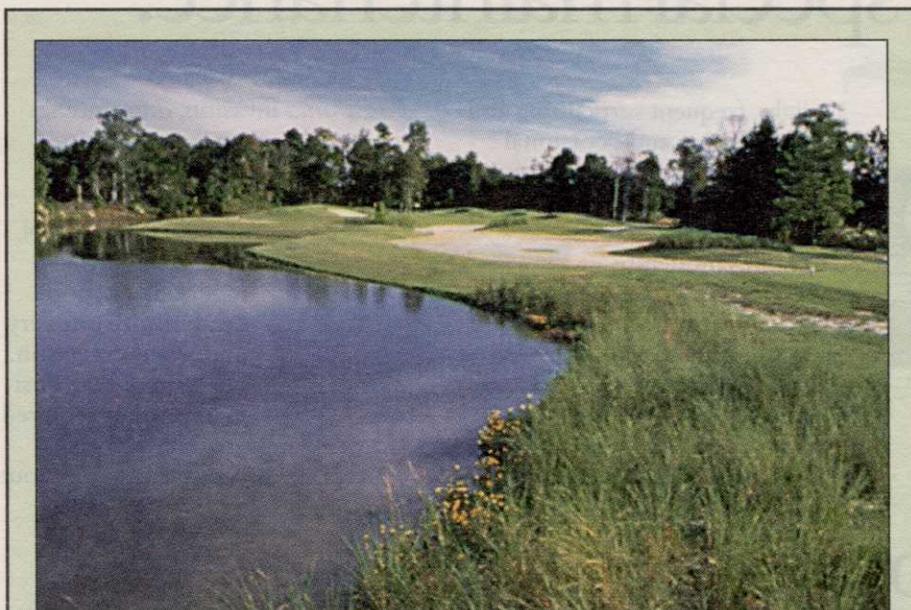
They've been fine with everything we've done."

Pinehurst has hosted numerous major championships over the years including the 1989 U.S. Women's Amateur and the 1994 Senior Open.

"We felt through the Women's Amateur and the Senior Open that the greens were not as good as they should be," Moraghan said. "We were a little skeptical about bringing the U.S. Open to Pinehurst with the condition of the putting greens. Pinehurst asked, 'If we rebuild them, will we get the Open?' The USGA said 'Rebuild them and we'll see.' They did it and boom, it's a done deal. They came out wonderful."

The USGA's major concern prior to the Open will be how the new G-2 bentgrass that was selected as a putting surface several years ago holds up, Moraghan explained. "There were

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John Daly-designed Wicked Stick in Myrtle Beach, a TSC-managed property.

## Customer service name of TSC's game

By PETER BLAIS

MYRTLE BEACH, S.C. — "Diamond Back's venom will burn through you as no golf course ever has," reads the TSC Golf management company brochure announcing the September 1999 opening of the North Myrtle Beach, Russell Breeden-designed layout.

But while the course may have an occasionally nasty bite, the Diamond Back staff should help ease the pain. Before the first ball is struck at Diamond Back, every employee will take part in the Customer Service Training Program used at all TSC-managed properties.

"It all starts with customer service and everything else comes after that," said Gary Schaal, one of the principals and the 'S' in TSC Golf.

The TSC program is job specific and consists of training films, role playing and employee feedback. The program keys on each guest encounter opportunity. TSC may interview employees as many as three times before offering employment so that both sides know what the other expects.

All the effort has paid off with one of TSC's courses, Wachesaw Plantation in Myrtle Beach, ranking 13th nationally in customer service in a recent *Golf*

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## Cobblestone carved up among two management giants

DEL MAR, Calif. — ClubCorp and American Golf Corp. have completed their joint acquisition of the Cobblestone Golf Group from The Meditrust Companies and divided the courses between them.

On Feb. 11, ClubCorp and AGC announced they had joined to form Golf Acquisitions to purchase the 45 Cobblestone golf properties from Meditrust for \$393 million.

The transaction was the largest acquisition of golf courses ever, according to a ClubCorp statement.



### ClubCorp ACQUISITIONS

winds up with 22 golf properties and 24 courses located Texas, Florida, Georgia, North Carolina and California. They include:

California: Morgan Run Resort & Club, Rancho Santa Fe.

Georgia: Eagle's Landing Country Club (CC), Stockbridge; Trophy Club of Gwinnett, Snellville.

Florida: Deer Creek CC, Jacksonville; Eastlake Woodlands CC, Oldsmar; Remington Golf Club (GC), Kissimmee; Sabal Point C, Longwood.

North Carolina: The Currituck Club, Corolla; Devil's Ridge, Holly Springs; Lochmere, Cary; Nags Head Golf Links (GL), Nags Head; The Neuse, Clayton; Oak Valley GC, Advance.

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**SIGNET MOVES ON ATLANTA**

ATLANTA — Chestatee developers McRae & Stolz and partner Brian Ferris have selected Signet Golf Associates to manage the community's golf club. Chestatee's 18-hole, daily-fee course is being designed by Denis Griffiths and is slated to open late this spring.

**TSC**

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Shop Operations survey.

In addition to Diamond Back and Wachesaw Plantation, TSC also manages John Daly-designed Wicked Stick Golf Links and Deer Track Golf Resort in Myrtle Beach, River Bend Links in Tunica, Miss., and the Country Club of Beaufort (S.C.). The firm also has a consulting/management contract on

a course in Black Lake, Mich.

"We're trying to grow at a deliberate pace," Schaal said. "We'd like to grow at a couple courses a year for three to five years... And we are looking at properties outside of the Carolinas.

"The consolidation trend [in the golf industry] will continue. Our company strategy is to be sensitive to alliances wherever we can. We're also building alli-

ances when we do new projects. That's the case in Myrtle Beach and unilaterally across the country. We're allying ourselves with golf courses similar to the ones we operate in Myrtle Beach, plus the accommodations people.

Schaal, Steven Taylor and F. Darrell Childers are the three principals in the Myrtle Beach-based firm. The three originally teamed up as investors in Wicked

Stick, where they also consulted during construction and assumed management when the course opened in 1995.

Schaal has more than 25 years experience as a golf course owner. He is a PGA pro, past president of the PGA of America and has been involved in the ownership and operations of Deer Track, Indigo Creek Golf Club, Wicked Stick, Cotton Creek Golf Club and Country Club of Beaufort.

Taylor, with more than 25 years of business experience, anchors the management side of TSC. His expertise is in business planning, budgeting and financial management, with experience in golf course construction, maintenance and management.

Childers' expertise is in personnel and resources. He has more than 20 years experience in the day-to-day operations of golf organizations.

The firm provides any level of service from feasibility studies to turnkey design-build-manage agreements.



Some things that offer true performance and speed require special maintenance.

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light, frequent verticutting and topdressing and occasional spiking. Plus PENN G-2 can really take the heat and is so deep rooted that it requires moderate watering and little or no syringing. Those are

**PENN G-2 is the grass the pros will putt on at the 1999 U.S. Open at Pinehurst No. 2.**

*Poa annua* invasion, outstanding wear tolerance, practically non-existent winter "purpling" and consistent year-round quality are some others. PENN G-2. True performance like a sports car, but with one very important exception. No special, high-cost maintenance required. No wonder more than 400 golf courses are already using it. Find out more from your sales representative or call 800.321.5325.

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**Cobblestone**

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Texas: The Hills CC, Live Oaks Golf Course and Yaupon Golf Course at the Clubs of Lakeway, Austin; Whitestone GC, Benbrook; Stonebridge CC and The Ranch CC, McKinney; Trophy Club DFW, Dallas/Fort Worth; Lost Creek Golf Course, Aledo; and Woodcrest CC, Grand Prairie.

American Golf was allocated 23 courses. National Golf acquired ownership of 20. The American Golf properties are located in Arizona, California, Georgia, Texas and Virginia. They include:

Arizona: Ahwatukee CC, Phoenix; The Foothills GC, Phoenix; The Lakes at Ahwatukee, Phoenix; Red Mountain Ranch CC, Mesa.

California: Balboa Park GC, San Diego; Carmel Mountain Ranch, San Diego; Eagle Crest GC, Escondido; El Camino CC, Oceanside; Saticoy Regional GC, Ventura; The Vineyard at Escondido, Escondido.

Georgia: Trophy Club of Apalachee, Dacula; Trophy Club of Atlanta, Alpharetta.

Texas: Blackstone GC, Frisco; Los Rios CC, Plano; Pecan Grove Plantation CC, Richmond; Ridgeview Ranch GC, Plano; Thorntree CC, Desoto; Sweetwater CC (2 courses), Sugar Land; Woodlake CC, San Antonio.

Virginia: Brandermill CC, Midlothian; Kiskiack GC, Williamsburg; Virginia Oaks GC, Gainesville.

GEI, an American Golf subsidiary, operates Sweetwater Country Club. Blackstone Golf Club in Frisco, Texas is to be built.